REMARKS

Additional consideration of this application in accordance with the following courteously is solicited.

To begin, reference is made back to the previous Office Action (Paper No. 9), in particular the rejection based upon 35 U.S.C. §112, first paragraph. Reference also is made to the reply to that rejection as made in the September 9, 2003 Response. In the September 9th Response, claims 1 and 6 were amended to overcome the rejection under 35 U.S.C. §112, first paragraph. However, at that time, no further change was made to page 13 of the specification. At this time, page 13 is being corrected to reflect the correct units for the quantity M. As the Examiner correctly noted previously, the parameter, M, is a (set) dollar/yen etc. amount, rather than a number of high-ranking clients. New claims 7-10 reflect this correction to page 13 of the specification. Each of new claims 7 and 9 again presents the equation for parameter, M, and then goes on to describe with added particularity how the parameter, M, is involved in extracting or designating "high-ranking clients."

In drafting the changes to page 13 made hereby, and in drafting new claims 7-10, substantial efforts were made to use the terminology originally appearing on page 13. These efforts were directed toward ensuring that no new matter would be entered by any of these revisions to the specification, or amendments to the claims. Applicant courteously urges, therefore, that no new matter has been added.

Before leaving the amendments to the specification and the claims, Applicant makes one further comment on the specification. That is, it has just recently been noted that page 13, original line 8, erroneously referred to the "Repert principle". Applicant advises that appearance of the term "the Repert principle" resulted from an error in translation. Instead, this line should refer to --the Pareto principle -- . Accordingly, this correction also appears in the present amendment of page 13.

Next, Applicant wishes to revisit the prior rejection of the claims over the asserted combination of the Anderson, et al. patent (Anderson) in view of the Martin Evans article (Evans). The present amendment of the specification and claims serves to even more clearly distinguish the Applicant's invention over the Anderson and Evans disclosures. To still further emphasize these distinctions, Applicant also submits two charts, namely Chart 1-1 and Chart 1-2, that compare conventional sales promotion methods (represented by Anderson) with Applicant's approach.

First, attention is invited to Chart 1-2. Applicant submits this Chart as showing a conventional sales promotion method. Applicant characterizes the Anderson method as of this conventional type. According to Applicant, the conventional method makes assumptions based upon conditions of clients. For example, age, annual income, hobbies, tastes, and the like are considered. However, also according to Applicant, such selected conditions do not fully correspond to the actual behavior of the client. Applicant illustrates this in Chart 1-2 by the broken line step "STUDY AND DECIDE CONDITIONS OF

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'SUCH CLIENTS'". This step is illustrated further in the two other broken-line steps shown to its right.

Applicant respectfully urges that he has taken a completely different approach. Rather than basing sales promotion on assumptions as does the conventional method, Applicant's claimed apparatus and Applicant's claimed method rely only upon facts. Please now refer to Chart 1-1. It should be understood that Applicant's Chart 1-1 illustrates an overall sales promotion strategy, which strategy includes the present invention. Within Chart 1-1, focus on the "EXECUTE SEARCHING" step, and the steps shown to the immediate right of the "EXECUTE SEARCHING" step. In the right-hand steps, Applicant has labeled the upper block as "Step 1". This "Step 1" involves calculation of the set amount, M, for each good, that is $M = A \times R$. Once the amount, M, has been calculated, advance is made to "Step 2". Here, Applicant's invention extracts high-ranking clients for a designated good. This is done according to the teachings of Applicant's original disclosure, by identifying those relatively few (actually the fewest) clients who account for the dollar/yen amount, M, purchased. After this has been accomplished, it is seen that advance can be made to the "PROVIDE LIST OF CLIENTS 'WHO HAVE REPEATED BUYING'" step. Applicant's presently claimed invention is central to identifying "high-ranking clients" in Applicant's overall strategy.

Applicant again respectfully urges that there is no prior teaching or suggestion of Applicant's apparatus and method as set forth in the claims. For the reasons stated in Applicant's prior Response of September 9, 2003, neither Anderson nor Evans would have

taught or suggested Applicant's claimed apparatus and method which rely upon analysis of

individual products, rather than product clusters. New claims 7-10 add even further details

to independent claims 1 and 6.

For these reasons, Applicant courteously solicits entry and consideration of this

paper, along with the September 9, 2003 Response. Applicant is confident that the claims

are allowable and that this application now is in condition for allowance. Favorable action

in that regard earnestly is solicited.

Respectfully submitted,

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LISTING OF CLAIMS

Claim 1. (Previously Amended)   A client card mail system, comprising:

means for storing client information including individual information including clients' code numbers, names, sex distinctions, ages, addresses and telephone numbers;

means for storing sales company goods information including sales goods, departments, names of classes of goods, codes for goods, prime unit prices, and sales unit prices;

means for storing information of goods purchased by clients;

means for retrieving results representative of high-ranking clients who contribute to sales of a single designated good by setting at least conditions of time period, class of goods and sales rate from the information of the goods purchased; and

means for outputting and printing results retrieved.

Claim 2. (Original)   The client card mail system according to claim 1, wherein said means for storing client information, said means for storing goods information and said means for storing goods sales information comprise a recording medium such as a magnetic card, a plurality of terminal devices, a main computer, and a data storing device.

Claim 3. (Previously Amended)   The client card mail system according to claim 1, wherein said means for retrieving high-ranking clients comprises a plurality of terminal devices and a main computer.

Claim 4. (Original)   The client card mail system according to claim 1, wherein said means for outputting and printing the retrieved result comprises a printer and a card issuing machine.

Claim 5. (Cancelled)

Claim 6 (Previously Amended)   A method of storage and retrieval for a client card mail system, said method comprising the steps of:

storing client information including individual information including clients' code numbers, names, sex distinctions, ages, addresses and telephone numbers in a storage means;

storing sales company goods information including sales goods, departments, names of classes of goods, codes for goods, prime unit prices, and sales unit prices in said storage means;

storing information of goods purchased by clients in said storage means;

retrieving from said storage means, results representative of high-ranking clients who contribute to sales of a single designated good by setting at least conditions of time period, goods class and sales rate from the information of the goods purchased; and

outputting and printing said results retrieved.

7. (New) The client card mail system of Claim 1,

wherein said means for retrieving results calculates a set amount, M, for each said single designated good according to the relation

$$M = A \times R,$$

where

A is the sales amount of said good, and

R is the sales rate of said good, and

wherein said means for retrieving results extracts high-ranking clients for said single designated good by determining a few purchasers who contributed to purchase of said set amount, M, of said good.

8. (New) The client card mail system of Claim 7, wherein said sales rate is 80%.

9. (New) The method of storage and retrieval for a client card mail system according to Claim 6, further comprising the steps of:

calculating a set amount, M, for each said single designated good according to the relation

$$M = A \times R,$$

where

A is the sales amount of said good, and

R is the sales rate of said good, and

designating as high-ranking clients, a few purchasers of said single designated good who contributed to purchase of said set amount of said good.
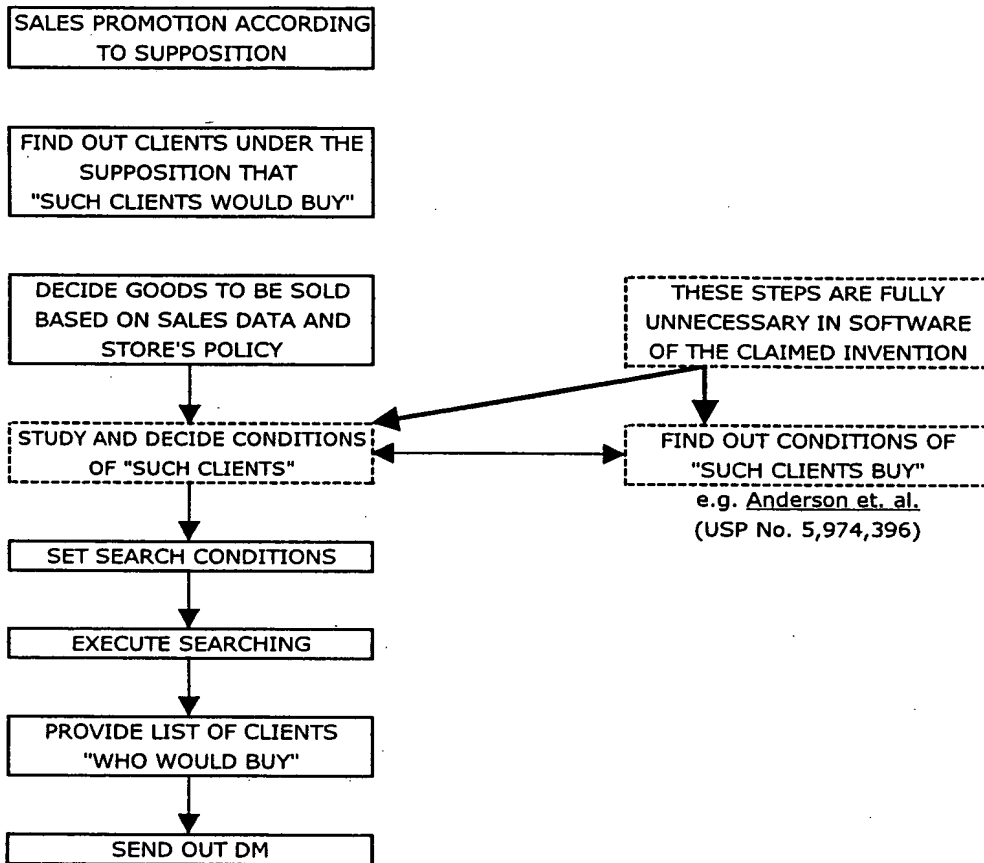

10. (New) The client card mail system of Claim 9, wherein said sales rate is 80%.

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CHART 1-2

DIFFERENCES BETWEEN SALES PROMOTION METHOD ACCORDING TO SOFTWARE OF THE CLAIMED INVENTION AND THAT OF CONVETIONAL MARKETING PROMOTION TECHNIQUE

SALES PROMOTION METHOD ACCORDING TO CONVENTIONAL MARKETING PROMOTION TECHNIQUE

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┌─────────────────────────────┐
│ SALES PROMOTION ACCORDING    │
│      TO SUPPOSITION          │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│ FIND OUT CLIENTS UNDER THE   │
│     SUPPOSITION THAT         │
│ "SUCH CLIENTS WOULD BUY"     │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐         ┌───────────────────────────────┐
│ DECIDE GOODS TO BE SOLD      │         │   THESE STEPS ARE FULLY       │
│ BASED ON SALES DATA AND      │         │ UNNECESSARY IN SOFTWARE       │
│     STORE'S POLICY           │         │ OF THE CLAIMED INVENTION      │
└─────────────────────────────┘         └───────────────────────────────┘
              │                                         │
              ▼                                         ▼
┌─────────────────────────────┐◄──────  ┌───────────────────────────────┐
│ STUDY AND DECIDE CONDITIONS  │         │   FIND OUT CONDITIONS OF      │
│     OF "SUCH CLIENTS"        │◄──────► │   "SUCH CLIENTS BUY"          │
└─────────────────────────────┘         └───────────────────────────────┘
              │                             e.g. Anderson et. al.
              ▼                             (USP No. 5,974,396)
┌─────────────────────────────┐
│    SET SEARCH CONDITIONS     │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│     EXECUTE SEARCHING        │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  PROVIDE LIST OF CLIENTS     │
│     "WHO WOULD BUY"          │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│        SEND OUT DM           │
└─────────────────────────────┘
```

DISADVANTAGES

```
┌─────────────────────────────┐
│ BECAUSE OF LIST PREPARED     │
│ UNDER THE SUPPOSITION.       │
│ THERE IS POSSIBILITY THAT    │
│ NONE OF GOODS DESIRED TO     │
│ BUY IS DESCRIBED IN DM       │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│ RECOVERY RATE IS CHANGED TO  │
│ BE HIGH OR LOW ACCORDING     │
│ TO LEVEL OF ACCURACY OF      │
│    SETTING CONDITIONS        │
│ = THERE IS POSSIBILITY TO    │
│   BE MISSED GREATLY          │
└─────────────────────────────┘
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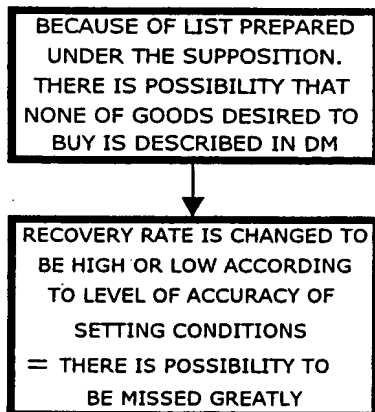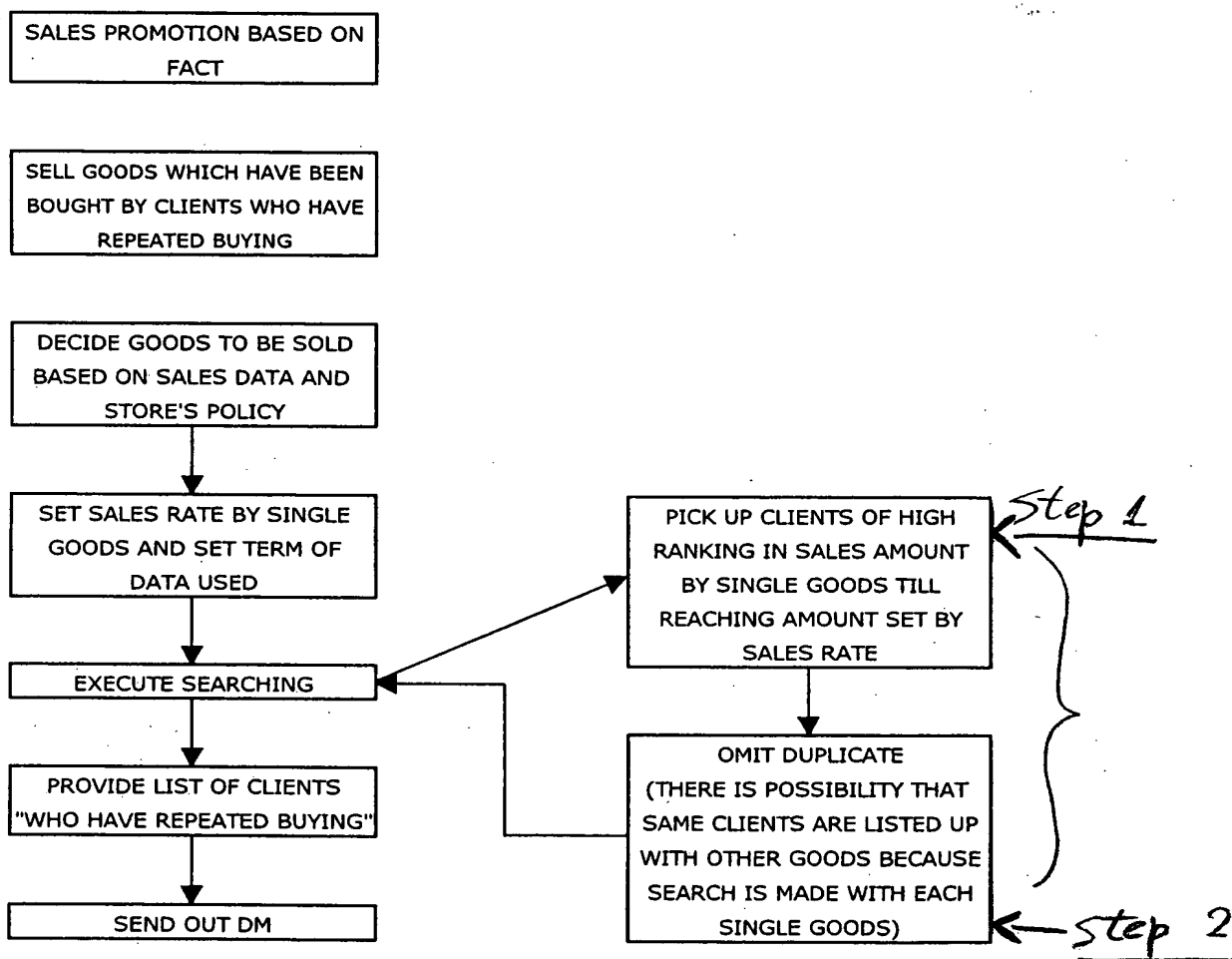
CHART 1-1

DIFFERENCES BETWEEN SALES PROMOTION METHOD ACCORDING TO SOFTWARE OF THE CLAIMED INVENTION AND THAT OF CONVETIONAL MARKETING PROMOTION TECHNIQUE

SALES PROMOTION METHOD ACCORDING TO SOFTWARE OF THE CLAIMED INVENTION

SALES PROMOTION BASED ON FACT

SELL GOODS WHICH HAVE BEEN BOUGHT BY CLIENTS WHO HAVE REPEATED BUYING

DECIDE GOODS TO BE SOLD BASED ON SALES DATA AND STORE'S POLICY

SET SALES RATE BY SINGLE GOODS AND SET TERM OF DATA USED

PICK UP CLIENTS OF HIGH RANKING IN SALES AMOUNT BY SINGLE GOODS TILL REACHING AMOUNT SET BY SALES RATE

Step 1

EXECUTE SEARCHING

OMIT DUPLICATE (THERE IS POSSIBILITY THAT SAME CLIENTS ARE LISTED UP WITH OTHER GOODS BECAUSE SEARCH IS MADE WITH EACH SINGLE GOODS)

PROVIDE LIST OF CLIENTS "WHO HAVE REPEATED BUYING"

Step 2

SEND OUT DM

ADVANTAGES

ONE GOODS AT THE MINIMUM IN DM ARRIVED AT HAND OF CLIENTS. SINGLE GOODS WHICH HAVE BEEN ALWAYS BOUGHT IS DESCRIBED IN DM

HIGH RECOVERY RATE OF DM IS POSSIBLE